

STATE OF SOUTH CAROLINA)
COUNTY OF SPARTANBURG)
CITY OF WELLFORD)

ORDINANCE #2023-0307-13 SIGN ORDINANCE

TO AMEND ORDINANCE 947

Sec. 8-1. - Application of chapter provisions.

The regulations of this chapter shall apply and govern all zoning districts. No sign shall be erected or maintained unless it is in compliance with the regulations of this chapter, except that a nonconforming sign which shall comply with the provisions set forth in relating to nonconforming uses may be maintained if in existence prior to the adoption of this chapter.

Sec. 8-2. - Permitted signs.

The following regulations shall apply to all permitted signs in the city:

- (1) A permit shall be required for the erection, alteration, or reconstruction of any sign intended for view from the public right-of-way unless otherwise noted, and shall be issued by the zoning administrator in accordance with this chapter.
- (2) Signs must be constructed of durable materials, maintained in good condition, and not permitted to become dilapidated.
- (3) No part of a freestanding sign, while permitted in required setbacks, shall be located closer than five feet to any property line.
- (4) No signs, except as otherwise provided, shall exceed the height limitations of the district in which they are located.
- (5) Sign illumination devices shall be placed and shielded so that rays therefrom or from the sign itself will not be directly cast into any residential district, sleeping room in any district, or in the eyes of an automobile driver. All illumination devices shall be installed in a safe manner.
- (6) The placement of signs shall ensure visibility at intersections and ingress and egress drives. In case of conflict of this chapter with state or federal law, this chapter shall yield to such authority.

Sec. 8-3. - Prohibited signs.

The following signs are prohibited in the town:

- (1) *Signs imitating warning signals.* No sign shall display intermittent lights resembling the flashing lights customarily used in traffic signals or in police, fire, ambulance, or rescue vehicles, nor shall any sign use the words "stop," "danger," or any other phrase, symbol, or character in a manner that might mislead or confuse the driver of an automobile.

- (2) *Signs within street or highway rights-of-way.* No sign, whether temporary or permanent, except traffic signs and signals and information signs erected by a public agency approved by the zoning administrator, is permitted within any street or highway right-of-way.
- (3) *Certain attached and painted signs.* Signs painted on or attached to trees, fence posts, and telephone or other utility poles or signs painted on or attached to rocks or other natural features or painted on the roofs of buildings are prohibited.
- (4) *Fluttering ribbons and banners.* Flutter ribbons and banners and similar devices are prohibited, except the flags of governments and their agencies and except as listed in this chapter.
- (5) *Vehicular signs.* Signs placed or painted on a motor vehicle or trailer and parked with the primary purpose of providing a sign not otherwise allowed by this chapter.

Sec. 8-4. - Signs for which a permit is not required.

A permit is not required for the following types of signs in any zoning district. However, such signs shall conform to the applicable requirements set forth in this chapter.

- (1) Traffic, directional, warning, or information signs authorized by any public agency approved by the zoning administrator.
- (2) Official notices issued by any court, public agency, or public office.
- (3) One non-illuminated "for sale," "for rent," or "for lease" sign not exceeding six square feet in area in residential districts and 20 square feet in other than residential districts and located at least ten feet back from the street right-of-way line, unless attached to the front wall of a building.
- (4) Signs erected in connection with elections or political campaigns. Such signs shall be removed within seven days following the election or conclusion of the campaign. No such sign may exceed 16 square feet in surface area. Signs are not permitted in the public right-of-way.
- (5) On-site directional signs, provided that such sign bears no commercial message and does not exceed four square feet in area.
- (6) Identification sign indicating the name and street number or owner or occupant of a parcel, as long as such sign does not exceed four square feet of copy area.
- (7) Bulletin board, which is defined as a permanent sign which primarily displays the name of a noncommercial place of public assembly and announces the upcoming events of that organization. To not require a permit, such a sign shall not exceed 36 square feet of copy area or five feet in height. Signs of this type shall be restricted to one per parcel of land.
- (8) Sign identifying a project under construction which denote the name of the project, the architect, engineer, contractor, owner, etc., as long as such sign does not exceed 25 square feet in residential districts, or 100 square feet in nonresidential zones, is not illuminated, and is removed within seven days of completion of the project.
- (9) Signs attached or integrated into a gasoline pump, automatic bank teller machine, or drive-through component of a fast food restaurant, which give operational instructions to users, the price of the product, the brand name of the product, or descriptive information about the product.

- (10) Signs on the interior side of window glass.
- (11) Decorative flags and banners which contain no commercial message when displayed on a residence.

The following regulations of this chapter apply to the specified types of signs in this article.

Sec. 8-5. - Wall signs.

Signs on the wall of a building (including signs attached flat against the wall, painted wall signs and projecting signs) shall meet the following requirements:

- (1) *Signs on the front surface of a building.* The total area of signs on the exterior front surface of a building shall not exceed 20 percent of the front surface of the building, as long as the figure does not exceed the total amount of sign area permitted within the zoning district where the signs are to be located.
- (2) *Signs on the side and rear surface of a building.* The total area of signs on a side or rear surface of a building shall not exceed 25 percent of the exterior side or rear surface of the building, respectively, as long as this figure does not exceed the total amount of sign area permitted within the zoning district where the signs are to be located.
- (3) *Projecting signs.* Wall signs attached flat against a wall may extend not more than 24 inches from the wall. Signs projecting from a wall may extend outward from the wall of a building not more than 6½ feet and may be located no closer than 18 inches to a vertical plane at the street curb line. A projecting sign shall not extend above the top of the structure. In no case shall signs project beyond property lines except that signs may project over public sidewalks in the CBD district, provided that the minimum height above grade or sidewalk level of such signs shall be at least ten feet.

Sec. 8-6. - Signs on work under construction.

One non-illuminated sign, not exceeding 25 square feet in residential districts, or 100 square feet in nonresidential districts, displaying the name of the building, the contractors, the architects, the engineers, the owners, and the financial, selling, and development agencies, is permitted upon the premises of any work under construction, alteration, or removal. Such sign shall be removed from the site within seven days after the issuance of the final occupancy permit.

Sec. 8-7. - Subdivision and mobile home park entrance signs.

One or two signs shall be permitted at each entrance of a residential subdivision or mobile home park, provided that such signs do not exceed a total of 100 square feet at any subdivision or mobile home park entrance. Such signs shall have a maximum height of six feet. If illuminated, only indirect lighting shall be permitted. If such subdivision entrance sign is built into a decorative wall or fence, the maximum copy area requirements will apply and setback requirements shall comply with regulations for fences.

Sec. 8-8. - Private directional signs.

Signs indicating the location and direction of premises available for or in the process of development, but not erected upon such premises, and having inscribed thereon the name of the owner, developer, builder, or agency, may be erected and maintained, provided that:

- (1) The size of any such sign is not in excess of six square feet, nor in excess of four feet in length; and
- (2) Not more than one such sign is erected for each 500 feet of street frontage.

Sec. 8-9. - Freestanding sign.

Freestanding signs shall meet building code structural provisions and UL (Underwriters' Laboratories, Inc.) electrical requirements.

Sec. 8-10. - Portable signs.

- (a) Usage of portable signs shall conform to permitting requirements: general provisions, prohibited signs, number of signs permitted stipulations, and any other requirements of this chapter and all other applicable ordinances of the town except as provided in this section.
- (b) If a portable sign is to be illuminated, it shall be in compliance with all International Building Code and UL regulations.
- (c) One portable sign, in addition to the number of signs permitted of this chapter, may be used for a business for a period of one month per temporary permit. Such business shall be not be permitted for more than one portable sign per parcel, and each business may receive temporary permits for a portable sign no more than three times per year.
- (d) Portable signs may be permitted for nonprofit organizations such as churches, schools, etc., to announce upcoming special events for a period of three weeks and shall not be permitted more than once in any calendar year.
- (e) The applicant obtaining the sign permit shall be responsible for removal of the sign upon its expiration date.
- (f) Signs shall be located on the site for which they are being permitted.

Sec. 8-11. - Signs permitted in residential districts.

The following types of signs are permitted in all residential districts:

- (1) Signs for which permits are not required.
- (2) For multiple-family dwellings, group dwellings, and for buildings other than dwellings, one non-illuminated business identification sign or bulletin board per entrance, not exceeding 60 square feet in area. Such sign or bulletin board shall be set back at least ten feet from any street right-of-way line.
- (3) Subdivision signs and private directional signs.
- (4) Mobile home park signs and directional signs.

ARTICLE III. - SIGNS PERMITTED IN COMMERCIAL AND INDUSTRIAL DISTRICTS

Sec. 8-12. - Permitted signs and conditions.

The following types of signs are permitted in the commercial and industrial districts:

- (1) All signs permitted in residential districts are permitted in commercial and industrial districts.
- (2) Within the front or side setback area of any parcel in the commercial or industrial districts, a maximum of one permanently mounted detached sign of the type required to secure a permit shall be permitted for each 300 feet of road frontage for each road fronted, except that only one such sign shall be permitted if total road frontage is less than 300 feet. The maximum allowable sign copy area for signs permitted under this provision shall be 150 square feet multiplied by the number of signs permitted. No such sign shall be located closer than ten feet to any street right-of-way. The maximum height of detached signs shall be 35 feet, as measured from the base of the sign.
- (3) Wall signs, in no case, shall exceed the requirements of regulations applying to specified types of signs.
- (4) On any lot in a commercial or industrial district on which no business enterprise is located, one off-premises freestanding sign structure having a total sign area not exceeding 360 square feet is permitted. Additional sign structures, each of which does not exceed 360 square feet in combined total sign area, are permitted, provided they are spaced no closer than 1,000 linear feet from any other sign structure of greater than 150 square feet. Any off-premises sign of greater than 150 square feet shall be required to be spaced a minimum of 500 feet from any residentially-zoned parcel or parcel used for a church or public school.
- (5) Signs in any commercial or industrial district may be illuminated.

Sec. 8-13. - Signs in Commercial, Industrial or Business District.

The following regulations shall apply to all signs located within a Commercial, Industrial or Business District:

- (1) Signs shall be constructed of such materials which complement and are coordinated with the architectural style of the existing building or land use.
- (2) No more than three colors are permitted on any one sign.
- (3) One sign color must match the predominant building color.
- (4) No more than two lettering styles are permitted.
- (5) If signs are to be illuminated, lighting shall be limited to one color.
- (6) Copy area for canopy signs shall not exceed 30 square feet.
- (7) No more than one freestanding or detached sign per building or site shall be permitted.
- (8) Signs shall be permanently mounted.
- (9) Signs shall not be placed to obscure building ornamentation or detail.
- (10) Canopy sign and awnings shall not extend beyond the curb line of any public street, nor shall they interfere with the growth or maintenance of street trees.

Sec. 8-14. - Generally.

Applications for sign permits shall include a scaled drawing of the sign which depicts and describes:

- (1) Size;
- (2) Shape;
- (3) Colors;
- (4) Materials to be utilized;
- (5) Copy/wording and designs;
- (6) Illumination type, and electrical detail; and
- (7) Location on building, if attached.

Sec. 8-15. - Detached signs.

In addition, permit applications for detached signs shall be accompanied by a plot plan or sketch of the site to show:

- (1) The location of the sign on the lot;
- (2) Scale;
- (3) Dimensions of parcel lines;
- (4) Height of the sign;
- (5) Any support structure to be utilized;
- (6) Electrical sources; and

(7) Base landscaping.

Sec. 8-16. - Waiver by zoning administrator.

The zoning administrator may waive any of the application requirements listed in the application for sign permits, which are deemed unnecessary to process an application, but shall, in every such instance, create a written public record of such waiver, and the reason therefor.

This shall become effective immediately upon second and final reading.

First Reading: March 7, 2023

Second Reading: _____

Patricia Watson, Mayor

Wymond Wilkins, Council Member

Glenna Holcombe, Council Member

Janice Gist, Council Member

Brian Jones, Council Member

Attest: _____
Lynne S. Lingo, City Clerk